

ORDER

Print Date 0//13/12

Flight Dates 07/09/12-07/16/12

PHOENIX

Product

Wil Cardon for Senate 2012.

Original Date / Revision

Contract / Revision

Agency Com

07/06/12 07/13/12

303933 /

15%

Billing Contact

Advertiser Cardon / Republican / Senate

PO Box 288

Alexandria, VA 22313

Agency Media Placement Technolog

Buying Contact

Sales Office EWSDC

Sales Region NAT

500 N Washington Street - Suite #3 Alexandria, VA 22314

Agency Ref

Order Sep

00:05:00

Estimate #

TV: 7090716:30's

Alt Order #

Billing Type

Cash Order Type **GENERAL**

Billing Cycle

EOM/EOC

Billing Calendar BROADCAST

Demographic

A25-54

Rev Codes

POL POL

CAND

Product Codes PL

Advertiser Ref

Priority

P-3

Primary Account Executive

Dave Lombardo

Order% Start Date End Date Account Executive 100% Dave Lombardo Tanya Winscott %

> Order Share % Market Value

Competi	ng Station % of Order	Amount *
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Month	# of Spots	Net Amount (Gross Amount	Rating Start Date	End Date	# Spots	Net Amount Gross Amount			
July 2012	82	\$32,640.00	\$38,400.00	0.00 06/25/12	07/16/12	82	\$32,640.00	\$38,400.0C		
Totals	82	\$32,640.00	\$38,400.00	0.00				* 25.		

									[iota	us ·
Ln	Ch	Start	End	Inventory Code	Break	Start/End 1	ime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
N 1	KNXV	07/09/12	07/13/12	M-F 5-6am M-F 5-6am	СМ	5am-6am	22112	:30	8	\$125.00 P-3	0.00 NM	8	\$1,000.00
			End Date	Weekdays	Spots/Week	Rate	Rating						
V	/eek: 07/	/09/12	07/15/12	22 112- -	8	\$125.00	0.00		1			l	
Spo	ot Ch	Date Rar	ngé D	escription	<u>Start</u>	VEnd Time	<u>v</u>	Veekdays	Len	gth <u>Rate</u>	Rtg Type	ĺ	

See MG 1.9,1.10

[no copy yet MJ 7/6] 2 KNXV 07/09/12-07/15/12 M-F 5-6am

1 KNXV 07/09/12-07/15/12 M-F 5-6am

5am-6am

5am-6am

MTWThF----

MTWThF----

:30 (\$125.00) 0.00 NM

:30 (\$125.00) 0.00 NM



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Hiatus Dates

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Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 7090716:30's

Advertiser Cardon / Republican / Sena	TIOGUCE FFIT CALCUITIO	Genate 2012 Louna	<u> </u>	•
				Totals
Ln Ch Start End Inventory Cod		<u>`</u>		<u> </u>
N 1 KNXV 07/09/12 07/13/12 M-F 5-6am	CM 5am-6am	22112 :30	B \$125.00 P-3 0.00 NM	8 \$1,000.00
M-F 5-6am	O	D-line		
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 07/09/12 07/15/12 22112	Spots/Week Rate 8 \$125.00	Rating 0.00		
Spot Ch Date Range Description	Start/End Time	Weekdays	Length Rate Rtg Type	
See MG 1.9,1.10				•
[no copy yet MJ 7/6]	5am-6am	wThF	:30 \$125.00 0.00 NM	1
9 KNXV 07/11/12-07/13/12 M-F 5-6am M MG for 1.1,1.2	oam-oam	MINH	:30 \$125.00 0.00 NM	1 4
10 KNXV 07/11/12-07/13/12 M-F 5-6am	5am-6am	WThF	:30 \$125.00 0.00 NM	*
(f) MG for 1.1,1.2	Jani-Qani	******	.00 ψ120.00 0.00 1414	
N 2 KNXV 07/16/12 07/16/12 M-F 5-6am	CM 5am-6am	2 :30	2 \$100.00 P-3 0.00 NM	2 \$200.00
M-F 5-6am	Civi Sam-Gam	220	2 \$100.001 -5 0.00 14141	2 \$200,00
Start Date End Date Weekdays	Spots/Week Rate	Rating		
Week: 07/16/12 07/22/12 2	2 \$100.00	0.00		
N 3 KNXV 07/09/12 07/13/12 M-F 6-7am	CM 6am-7am	22222 :30	10 \$250,00 P-3 0.00 NM	10 \$2,500.00
M-F 6-7am				
Start Date End Date Weekdays	Spots/Week Rate	Rating		•
Week: 07/09/12 07/15/12 22222 Spot Ch Date Range Description	10 \$250.00 <u>Start/End_Time</u>	0.00 Weekd <u>a</u> ys	Length Rate Rtg Type	,
<u>Spot Ch Date Range Description</u> 1 KNXV 07/09/12-07/15/12 M-F 6-7am	6am-7am	<u>vveexdays</u> MTWThF		,
See MG 3.11.3.12	out run	***************************************	100 (\$255.00)	
[no copy yet MJ 7/6]				
2 KNXV 07/09/12-07/15/12 M-F 6-7am	6am-7am	MTWThF	:30 (\$250.00) 0.00 NM	
See MG 3.11,3.12				'
[no copy yet MJ 7/6]	0- 7	, profit =	-20 000000 000 NM	
11 KNXV 07/11/12-07/13/12 M-F 6-7am	6am-7am	WThF	:30 \$250.00 0.00 NM	
(f) MG for 3.1,3.2	6am-7am	WThF	:30 \$250.00 0.00 NM	· ,
12 KNXV 07/11/12-07/13/12 M-F 6-7am	oani-rani	willi	,50 \$250.00 0.00 NN	
	CM 6am-7am	2 :30	2 \$225,00 P-3 0.00 NM	2 \$450.00
N 4 KNXV 07/16/12 07/16/12 M-F 6-7am M-F 6-7am	Civi bam-/am	230	2 \$220.00 F-3 0.00 MM	2 4450.00
Start Date End Date Weekdays	Spots/Week Rate	Rating		
Week: 07/16/12 07/22/12 2	2 \$225.00	0.00		
N 5 KNXV 07/09/12 07/13/12 M-F 7-9am	CM 7am-9am	21121 :30	7 \$300.00 P-3 0.00 NM	7 \$2,100.00
M-F 7-9am				·
Start Date End Date Weekdays	Spots/Week Rate	Rating		
Week: 07/09/12 07/15/12 21121	7 \$300.00	0.00	Laurih Bata Bia Tuma	
Spot Ch Date Range Description 1 KNXV 07/09/12-07/15/12 M-F 7-9am	<u>Start/End_Time</u> 7am-9am	<u>Weekdays</u> MTWThF	Length Rate Rtg Type :30 (\$300.00) 0.00 NM	,
See MG 5.8,5.9	ramoani	P11 10 7 111	.50 (\$500.50) 5.50 (4.11	
[no copy yet MJ 7/6]				
2 KNXV 07/09/12-07/15/12 M-F 7-9am	7am-9am	MTWThF	:30 (\$300.00) 0.00 NM	
See MG 5.8,5.9				in.
[no copy yet MJ 7/6]	70 Oom	WThF	:30 \$300.00 0.00 NM	
8 KNXV 07/11/12-07/13/12 M-F 7-9am ⊕ MG for 5.2,5.1	7am-9am	WIIIF	INIPI 00.0 00.00C# 0C.	4
9 KNXV 07/11/12-07/13/12 M-F 7-9am	7am-9am	WThF	:30 \$300.00 0.00 NM	· * · · · · · · · · · · · · · · · · · ·
⊕ MG for 5.2,5.1	rani-vani	*****	7	
N 6 KNXV 07/16/12 07/16/12 M-F 7-9am	CM 7am-9am	2 :30	2 \$225.00 P-3 0.00 NM	2 \$450.00
M-F 7-9am			·	
Start Date End Date Weekdays	Spots/Week Rate	Rating		



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Flight Dates 07/09/12-07/16/12

Hiatus Dates

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Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate #

TV: 7090716 :30's

00:05:00

											Tota	als_
Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spots	s	Rate Pri	Rtg Type	Spots	Amount
N 6 KNXV 0	7/16/1:	2 07/16/12	M-F 7-9am M-F 7-9am	СМ	7am-9am	2	:30	2	\$225.00 P-3	0.00 NM	2	\$450.00
<u>Start</u> Week: 07/16		End Date 07/22/12	Weekdays 2	Spots/Week 2	<u>Rate</u> \$225.00	Rating 0.00						
N 7 KNXV 0	7/15/1	2 07/15/12	Su 6-7am GMA Su 6-7am Good N	CM Morning /	6am-7am	S	:30	1	\$150.00 P-3	0.00 NM	1	\$150.00
<u>Start l</u> Week; 07/09		End Date 07/15/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
N 8 KNXV 0	7/09/1:	2 07/13/12	M-F 430pm-5pm M-F 430pm-5pm		430pm-5pm	11111	:30	5	\$400.00 P-6	0.00 NM	5	\$2,000.00
<u>Start 1</u> Week; 07/09		End Date 07/15/12	Weekdays 11111	Spots/Week 5	<u>Rate</u> \$400.00	Rating 0.00				:		
N 9 KNXV 0	7/16/1:	2 07/16/12	M-F 430pm-5pm M-F 430pm-5pm	СМ	430pm-5pm	1	:30	1	\$450.00 P-3	0.00 NM	1	\$450.00
<u>Start l</u> Week: 07/16		End Date 07/22/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$450.00	Rating 0.00						
N 10 KNXV 0		2 07/13/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	11111	:30	5	\$200.00 P-6	0.00 NM	5	\$1,000.00
<u>Start I</u> Week; 07/09		End Date 07/15/12	<u>Weekdays</u> 11111	Spots/Week 5	<u>Rate</u> \$200.00	Rating 0.00		٠			,	ж г.
N 11 KNXV 0		2 07/16/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	1	:30	1	\$200.00 P-6	0.00 NM	1	\$200.00
<u>Start I</u> Week: 07/16		End Date 07/22/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$200.00	Rating 0.00						
N12 KNXV 0		2 07/13/12	M-F 5pm-530pm M-F 5pm-530pm	СМ	5pm-530pm	11111	:30	5	\$400.00 P-6	0.00 NM	5	\$2,000.00
<u>Start I</u> Week: 07/09		End Date 07/15/12	Weekdays 11111	Spots/Week 5	<u>Rate</u> \$400.00	Rating 0.00					l	
N 13 KNXV 0	7/16/12	2 07/16/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	1	:30	1	\$450.00 P-3	MM 00.0	1	\$450.00
<u>Start I</u> Week: 07/16		End Date 07/22/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$450.00	Rating 0.00						0+
N 14 KNXV 0	7/09/12	2 07/13/12	M-F 6pm-630pm M-F 6pm-630pm	СМ	6pm-630pm	11111	:30	5	\$600.00 P-3	0.00 NM	5	\$3,000.60
<u>Start I</u> Week: 07/09		End Date 07/15/12	<u>Weekdays</u> 11111	Spots/Week 5	<u>Rate</u> \$600.00	Rating 0.00						
N 15 KNXV 0	7/16/12	2 07/16/12	M-F 6pm-630pm M-F 6pm-630pm	СМ	6pm-630pm	1	:30	1	\$450.00 P-3	0.00 NM	1	\$450.00
<u>Start I</u> Week: 07/16		End Date 07/22/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$450.00	Rating 0.00					I.	1 .
N 16 KNXV 0	7/14/12	2 07/14/12	Sa 6pm News SA 6pm-630p	СМ	6pm-630p	1-	:30	1	\$250.00 P-3	0.00 NM	1	\$250.00
<u>Start I</u> Week: 07/09		End Date 07/15/12	Weekdays 1-	Spots/Week 1	<u>Rate</u> \$250.00_	Rating 0.00						·
N 17 KNXV 0	7/15/12	2 07/15/12	Su 5pm News SU 5pm-530pm N	CM lews	5pm-530pm	1	:30	1	\$250.00 P-3	0.00 NM	1	\$250,00
<u>Start I</u> Week: 07/09		End Date 07/15/12	Weekdays	Spots/Week _1	<u>Rate</u> \$250.00	Rating 0.00						· ·
		2 07/13/12	M-F 630pm-7pm M-F 630pm-7pm	СМ	630pm-7pm	11111	:30	5	\$800.00 P-3	0.00 NM	5	\$4,000.00
Start I	<u>Date</u>	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				Ì	1	٠) ر ،



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Order Sep 00:05:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate #

TV: 7090716 :30's

								Tota	_
Ln Ch Start End	Inventory Code	Break	Start/End Ti		Len Spots			Spots	Amount
N 18 KNXV 07/09/12 07/13/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11111	:30	\$800.00 P-3	0.00 NM	5	\$4,000.00
<u>Start Date</u> <u>End Date</u> Week: 07/09/12 07/15/12	<u>Weekdays</u> 11111	Spots/Week 5		Rating					
N 19 KNXV 07/16/12 07/16/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	1	:30	1 \$750.00 P-3	0.00 NM	1	\$750.00
<u>Start Date</u> <u>End Date</u> Week: 07/16/12 07/22/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00					
N20 KNXV 07/14/12 07/14/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	1-	:30	1 \$450.00 P-3	0.00 NM	1	\$450.00
<u>Start Date</u> <u>End Date</u> Week: 07/09/12 07/15/12	Weekdays 1-	Spots/Week 1	<u>Rate</u> \$450.00	Rating 0.00					
N21 KNXV 07/13/12 07/13/12	Friday Prime B Primetime	CM	8pm-9pm	F	:30	1 \$3,000.00 P-3	0.00 NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> Week: 07/09/12 07/15/12	Weekdays F	Spots/Week 1	Rate \$3,000.00	Rating 0.00					*/.
N 22 KNXV 07/13/12 07/13/12	Friday Prime C 20/20	СМ	9pm-10pm	F	:30	1 \$3,000.00 P-3	0.00 NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> Week: 07/09/12 07/15/12	<u>Weekdays</u> F	Spots/Week	Rate \$3,000.00	Rating 0.00					, j
N23 KNXV 07/15/12 07/15/12	Sunday Prime A AFHV	СМ	6pm-7pm	1	:30	1 \$2,000.00 P-3	0.00 NM	1	\$2,000.00
<u>Start Date</u> <u>End Date</u> Week: 07/09/12 07/15/12	Weekdays 1	Spots/Week	<u>Rate</u> \$2,000.00	Rating 0.00					
N24 KNXV 07/09/12 07/13/12	M-F 10-1035pm 10pm News	СМ	10pm-1035pr	n 11111	:30	5 \$800.00 P-6	0.00 NM	5	\$4,000.00
<u>Start Date</u> <u>End Date</u> Week: 07/09/12 07/15/12	Weekdays 11111	Spots/Week 5	<u>Rate</u> \$800.00	Rating 0.00					
N 25 KNXV 07/16/12 07/16/12	M-F 10-1035pm 10pm News	CM	10pm-1035pr	n 1	:30	1 \$850,00 P-3	0.00 NM	1	\$850.00
<u>Start Date</u> <u>End Date</u> Week: 07/16/12 <u>07/22/12</u>	Weekdays 1	Spots/Week 1	<u>Rate</u> \$850.00	Rating 0.00					
N26 KNXV 07/09/12 07/13/12	M-F 1035pm-1103 Nightline	2pm CM	1035pm-1102	2pm 11111	:30	5 \$400.00 P-3	0.00 NM	5	\$2,000.00
<u>Start Date</u> <u>End Date</u> Week: 07/09/12 07/15/12	Weekdays 11111	Spots/Week 5	<u>Rate</u> \$400.00	Rating 0.00					
N27 KNXV 07/16/12 07/16/12	M-F 1035pm-1102 Nightline	•	1035pm-1102	2pm 1	:30	\$350.00 P-3	0.00 NM	1	\$350.00
<u>Start Date</u> <u>End Date</u> Week: 07/16/12 07/22/12	<u>Weekdays</u> 1- 	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00			·		
N 28 KNXV 07/15/12 07/15/12	Su 4pm/430pm N Su 4pm/430pm N		4-430pm/430 (4:00 PM-4:30	pm-5 1) PM)	:30	1 \$150.00 P-3	0.00 NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> Week: 07/09/12 07/15/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00		annuth Date	Die Tunn		•
1 KNXV 07/09/12-07/15/12 S	<u>Description</u> Su 4pm/430pm New		<u>/End Time</u> 0pm/430pm <i>{4</i> /	<u>w</u> 200 PM-4:30 P:		ength <u>Rate</u> :30 (\$150.00)	Rtg Type 0.00 NM		
Credited			40 4005		:30	1 \$800.00 P-6	0.00 NM	1	\$800.00
N29 KNXV 07/10/12 07/10/12	10pm News	CM	10pm-1035pr		.30	i	0.00 14141		ψοσο,σσ
<u>Start Date</u> <u>End Date</u> Week: 07/09/12 07/15/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$800.00	Rating 0.00					



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00:05:00

										Tota	ıls
Ln Ch	Start	End	Inventory Code	Break	Start/End Tir	ne Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
N 29 KNXV	07/10/12	07/10/12	M-F 10-1035pm 10pm News	CM	10pm-1035pn	1 -T	:30	\$800.00 P-6	0.00 NM	1	\$800.00
<u>Start</u> Week: 07/0		End Date 07/15/12	Weekdays -T	Spots/Week 1	<u>Rate</u> \$800.00	Rating 0.00					5 -
N 30 KNXV	07/15/12	07/15/12	Su 5pm News SU 5pm-530pm N	CM lews	5pm-530pm	 -S	:30 1	\$300.00 P-3	0.00 NM	1	\$300.00
	1 for 2 makegood; spots Madegood from order # 303931 1 for 2 makegood; spot madegood from order #303931										
Start Week; 07/0		End <u>Date</u> 07/15/12	Weekdays S	Spots/Week 1	Rate \$300.00	Rating 0.00					
*Tand Nata	. T 0	E0/							Totala	02 ው	29 400 00

*Tax 1 Note: Tax 0.5%.

Totals

82 \$38,400.00